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OZ ENVIRO

Australian Environmental Bulletin

U.S. Commercial Service, Australia

Welcome

to the Australian Environmental Bulletin

This publication contains useful business intelligence on the Australian environmental market.

Total environmental spending in Australia is around US\$5.3 billion, or about 1.5 percent of the total world market. The market is forecast to grow at a rate of four percent until 2005. In total, the industry is made up of about 2,500 mostly small firms, employing a total of 100,000 people. Imports currently satisfy 70 percent of the total demand for goods, and about 20 percent of the demand for services.

For further information on the articles in this publication or on any aspect of the Australian environmental market, please contact:

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The Market for Air Pollution Control Equipment

The market for air pollution control (APC) equipment is valued at US\$228 million and is conservatively estimated to grow by five percent annually until 2003. Australia manufactures an estimated US\$46 million worth of APC equipment with local production forecast to grow by four percent. The U.S. has a 36 percent share of the import market making it the leading supplier of APC equipment. The U.S. is expected to maintain this market share as total market demand continues to grow.

U.S. manufactured APC equipment is considered more competitive in specific industry subsectors, particularly in the areas of filtering or purifying equipment and gas or smoke analysis and monitoring equipment. The other major suppliers, by market share, are the U.K. (17 percent), Germany (11 percent) and Japan (six percent).

As in the U.S., the Australian air pollution control industry is driven by government regulations. Regulations have partly been responsible for creating mature APC markets in both the U.S. and Western Europe. In Australia, the APC market is still in an early growth phase primarily because development of its regulations have lagged behind those of the U.S. and Western Europe.

Best prospects exist for analyzing equipment, oxides of nitrogen (NO_x) controls, and odor control equipment. Australian environmental firms have expressed a willingness to review the market potential of new types of APC equipment and, more generally, to enter into strategic alliances with their U.S. counterparts. The outlook for the Australian APC market is good and U.S. suppliers of APC equipment are encouraged to position themselves now.

If you want to directly target end-users then the NPI database may be a valuable tool!

The National Pollutant Inventory (NPI) is an Internet database designed to provide Australian environmental decision makers and the wider community with information on the type and amount of pollution emitted within Australia's air, land and water.

The NPI provides pollutant emission estimates from facilities like manufacturing sites and from other sources such as households and transport. Facilities estimate their own emissions and 'aggregated emissions' from households and other sources are estimated by government agencies.

What can the NPI do you?

- Provide estimates of emissions from facilities that report.
- Give you a list of pollutant sources in a particular geographic area.
- Give background information about each of the 90 substances on the NPI.
- Show on a map the nutrient emissions to water for large parts of Australia.
- Detail the emissions to air from non-facility sources of a wide range of substances in many urban and rural areas across Australia.
- Show on a map where a facility is located and what facilities are around it.
- Provide detailed facility emission estimates.
- Give information about facilities as well as contact details.
- Provide details of the emission estimation techniques used to estimate NPI data.

Australian Trade Leads

We have been contacted by an Australian engineering company that focuses on project management and construction for the food, beverage and water industries. The company has been operating for 12 years and is based in South Australia. The company states that it does a significant amount of work with the wine industry but also operates across many industrial sectors including water and wastewater treatment.

The company is now looking for a joint venture partner or alliance to take on government and private industry projects in the water / waste water and environmental energy friendly industries within the Asia Pacific region. This would entail a number of contract variables such as design, build and operate.

The company is also interested in renewable energy technology such as wind power and solar equipment. For further information please contact John Kanawati, U.S. Commercial Service, email: john.kanawati@mail.doc.gov

An Australian supplier of pneumatic products is interested in distributing hydraulic equipment such as rams, pumps and cylinders. The company would like to make contact with U.S. manufacturers of these products. For further information please contact John Kanawati, U.S. Commercial Service, email: john.kanawati@mail.doc.gov

An Australian distributor of industrial equipment for water and wastewater treatment applications has also expressed an interest in representing U.S. manufacturers of innovative consumer goods. For further information please contact John Kanawati, U.S. Commercial Service, email: john.kanawati@mail.doc.gov

Environmental Management within the Australian Wine Industry

The Minister for the Environment and Heritage, Dr David Kemp, recently signed an Eco-Efficiency Agreement with the [South Australian Wine and Brandy Industry Association](#) (SAWB) and the Winemakers' Federation of Australia (WFA). Funding of US\$50,000 from the Federal Government and US\$145,000 from SAWB will support the Agreement, the first of its kind with the winemaking industry.

The Agreement is aimed at encouraging the more efficient use of environmental resources in the

delivery of products and services. "Winemakers such as Southcorp, BRL Hardy, Orlando Wyndham and Beringer Blass have developed environmental management systems that have led to greater separation of wastes and a reduction of waste disposal costs," Dr Kemp said.

Under the Eco-Efficiency Agreement, SAWB and the WFA will:

- collect detailed information on individual companies' use of resources;
- develop a meaningful set of eco-efficiency indicators; and
- provide a series of workshops, website information and newsletters to promote the uptake of co-efficiency with its members.

AIMEX – Asia Pacific's International Mining Exhibition 2003 Sydney, Australia – September 9-12, 2003

The U.S. Commercial Service in conjunction with Reed Exhibitions is organizing a U.S. Pavilion within AIMEX, the largest mining exhibition within the Asia Pacific region.

Why AIMEX?

- AIMEX (www.aimex.reedexpo.com.au) has been a major event in Australia since the 1970s and is recognized as one of the most prominent mining exhibitions on the international calendar.
- For the first time, the show has been repositioned to emphasize the Asia Pacific region. This is expected to result in increased potential buyers from the region.
- The show is expected to attract between 10,000 - 15,000 visitors and 600 exhibitors.

What the U.S. Commercial Service is offering

- Whether you decide to exhibit within the U.S. Pavilion or independently, you can benefit from the reduced floor space rates made possible through the large area that the Pavilion will occupy.
- We will undertake a targeted campaign to alert potential end-users, agents, distributors and other business partners of your presence at the show.

To find out more about AIMEX 2003 and the U.S. Pavilion that we are arranging, please contact John Kanawati, U.S. Commercial Service, email: john.kanawati@mail.doc.gov

Distributor Profiles

Aargus Pty Ltd

Mr. Nickolaos Kariotoglou, Managing Director
Phone: 61-2-9588 9030 Fax: 61-2-9588 9217
Email: nick@aargus.net
PO Box 398, Drummoyne, NSW 2047
Web Site: <http://www.aargus.net>

Year Established: 1994 Business Size: Small

Product Description: Wastewater products and services; groundwater services; air quality; contamination assessments; environmental audits; remediation; chemical production; project management; marketing; OH & S, environmental management systems, technology transfer.

Air Pollution Systems Pty Ltd

Mr. Neil Clark, Engineering & Development Manager
Phone: 61-3-9761 4405 Fax: 61-3-9761 4437
Email: neil@a-p-s.com
11 Trade Way, Kilsyth, VIC 3137
Web Site: www.a-p-s.com

Year Established: 1993 Business Size: Small

Product Description: APS provides industrial air pollution control, partial dust and fume collection, fuel gas cleaning, air filtration, air handling systems and turnkey services.

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Please also let us know if the information contained in this newsletter is beneficial to your business. We are interested in knowing if our services help you sell in Australia. Please send an email to John Kanawati with any questions, comments, requests, and, best of all, success stories! Thanks!



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